

DECEMBER 10, 2018

WATERLOO REGION DISTRICT SCHOOL BOARD

NOTICE AND AGENDA

A Committee of the Whole meeting of the Waterloo Region District School Board will be held in the Board Room, Building 2, 1st Floor, 51 Ardelt Avenue, Kitchener, Ontario, on **Monday, December 10, 2018, at 7:00 p.m.**

AGENDA

Call to Order

Music performed by Centennial Public School Chamber Ensemble, Waterloo

O Canada

Approval of Agenda

Declarations of Pecuniary Interest

Celebrating Board Activities/Announcements

Delegations

Shaelie Mendes, Destiny Hopkins & Paige Wahl – Southwest Kitchener Secondary School Boundary Study

Policy and Governance

01 Review of Board Policy 2007 - Board Advertising Expense A. Russell

Reports

03 Annual School Councils' Report A. Russell
Past Chair Position Chairperson
Generative Discussion: Committee Assignments Chairperson

Board Reports

Question Period (10 minutes)

Future Agenda Items (Notices of Motion to be referred to Agenda Development Committee)

Adjournment

Questions relating to this agenda should be directed to
Stephanie Reidel, Manager of Corporate Services
519-570-0003, ext. 4336, or [Stephanie Reidel@wrdsb.ca](mailto:Stephanie_Reidel@wrdsb.ca)



BOARD ADVERTISING EXPENSE

Legal References: *Ministry Memo 2006:B15 – School Board Expenditure Guidelines.*

Related References: *Board Policy 2001 – Communications*

Effective Date: *March 2007*

Revisions: *November 10, 2014, November 16, 2015, March 6, 2017*

Reviewed: ***December 10, 2018***

1. Preamble

The policy that follows provides guidelines to ensure effective management of advertising expenditures to support Waterloo Region District School Board's operations, initiatives, strategic plan and its responsibility to communicate with the public in a timely, effective and cost-efficient manner.

2. Advertising

2.1 Advertising is planned and executed for the purposes of:

- informing, engaging and educating the public;
- creating awareness of education programs, services, issues, events and community activities of specific interest or benefit to students and families;
- meeting provincial advertising requirements for staff positions which require a Letter of Permission from the Minister of Education; and
- promoting vacant staff positions for the purpose of effective recruitment.

2.2 Types of advertising can include:

- **print (newspapers, event programs/materials, magazines)**
- **television (commercials, public service announcements)**
- **online (social media targeting, digital advertising, electronic distribution)**
- **signage (free standing or wall mounted)**
- **radio (advertisements or public service announcements on AM/FM or satellite radio)**

2.3 Advertising planning will include:

- defined objectives;
- identification of specific target-groups who need information;
- determination of the most effective and cost-effective method and accessible medium to be used to accomplish the stated advertising objectives;
- whenever possible, evaluation to produce measurable outcomes as a result of advertising activities (return on investment).

2.4 Advertising should provide objective, factual and general information in an unbiased, fair and equitable manner.

3. Approval Process

3.1 The Chief Communication Officer must approve all advertising ensuring:

- that the most appropriate form of advertising is used to meet stated objectives;
- that it meets current Waterloo Region District School Board brand guidelines; and,
- that it is coordinated to provide maximum impact and cost-effective placement.



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Report to Committee of the Whole

December 10, 2018

Subject: 2017-18 Annual School Councils' Report

Recommendation

This report is for the information of the board.

Status

School Councils

A school council is made up of parents and caregivers, the school principal, school staff and members of the school community. School councils give advice to the principal and WRDSB on school improvement and ways of encouraging student achievement.

School councils work with staff and the community to help set school priorities and to increase learning opportunities through hands-on involvement. Activities often include organizing fundraising and planning extra-curricular events for the school community.

Membership

The results of a recent survey suggest that over 85 per cent of WRDSB school councils have an active membership of 6 or more members, with the majority of these results (49.4 per cent) within the six to 10 member range. (Appendix A-1). We have found these results consistent with the previous year's results, in which 45 per cent of councils reported that they have six to 10 active members.

Recruitment and communication methods

The recruitment and general communication methods that school councils use are broken down into five broad categories (Appendices A-2 and A-3): word-of-mouth, print, signage, events/in person and digital communication.

Word-of mouth emerged this year as the most popular method of recruitment, followed closely by last year's two most popular methods, via digital communications and in-person event-based recruitment.

For general communication about parent council activities to the school community, we saw an leveling out of methods of communication. Digital communications methods remained the most popular, but wherein last year the events-based method was considerably lower, this year it was more in line with the other popular communications methods of hard-copy and word-of-mouth communication.

The use of signage was the least popular tool used for both recruitment and information distribution.

Fundraising

- 84.34 per cent of the school councils reported that they actively fundraise. As discovered in last year's results, many secondary school councils do not engage in traditional fundraising activities, where as elementary school councils are more active in this area.
- 50 per cent of schools who reported fundraising totals approximated that they raised over \$10,000 during the 2017-18 school year (Appendix A-4).

When asked to rank the most successful type of fundraiser, product sales took the lead (32 per cent) and event-based fundraising and in-school food sales coming up next with 25 per cent and 22 per cent respectively. Chocolate bar sales, dance/move-a-thons and pizza lunches all tied when school councils were asked to rank their most successful fundraising effort of the year.

The approximate total fundraising income reported by school councils came to \$857,831.42.

When asked if school councils applied for any funding through grants, 68 councils stated that they did, with 67 councils applying for the Parents Reaching Out (PRO) Grant.

The approximate total grant funding awarded to school councils came to \$98,864.00.

The approximate combined total of money generated by school councils from fundraising and awarded grants is \$956,695.42. This is \$33,212.03 less than last year's reported revenue of \$989,907.45.

Providing support to school communities

Councils were asked to outline the support they provide to their school communities in terms of events and supplies.

The most frequently cited items that fundraising money was used for were technology items, subsidies for student field trips, home reading programs, outdoor equipment and school yard greening projects. The most popular uses of awarded grant money were to support family learning events (such as math and STEM nights), guest speakers, and parent workshops and resources.

School councils also supported a wide variety of events through volunteering their time. Along with the previously mentioned family learning events and parent workshops, meet-the-teacher and school fun fairs were the most frequently cited as being orchestrated by the school council. Many councils also made efforts to support the surrounding community through charitable drives (food, clothing) and other volunteer efforts.

Challenges and future goals

The most frequently mentioned challenges presented to school councils involved membership and volunteer recruitment, as well as consistency in attendance at council

meetings and event. The numbers of mentions of these types of issues are very consistent with last year's results. This year 69 schools made comments related to this issue, compared to 70 mentions last year.

Because of these results, it is not surprising to note that one of the top two council goals for the 2018-19 school year involved member recruitment and increasing participation in council events. Community building activities were also a popular goal.

Central school board support

When asked in what ways councils felt that the Waterloo Region District School Board could help to support their work, the most common responses related to communication tools and resources. The suggestion for WRDSB to provide a platform for councils to more easily communicate has successfully been addressed this current school year, with the aid of IT Services creating school council google groups/email lists for each WRDSB school. Instructions were sent to administrators on how to connect their school council executive members to these Google groups. The Google groups can be used to create email lists of their own members, and also so that the Waterloo Region Assembly of Public School Councils (WRAPSC) can more easily maintain a consistent mailing list to send all councils important information.

Further requests included central access to more information about the roles and responsibilities of school councils, promotion of the type of work and the importance of joining school councils, representation from the school board at school council organized events, as well as a central source of information on available grants to which they can apply.

Background

This report is completed annually in compliance with Ontario Regulation 612/00.

The WRDSB requires school councils to submit a yearly summary of their annual activities. This information is generally provided by the council chair or designate, with the possible aid and necessary approval of the school principal.

In previous years the form supplied to council chairs did not ask for specific information and was difficult to analyze. For the 2016-17 school year, the communications department developed and distributed a Google Form requesting specific feedback about fundraising, membership, council initiatives and challenges. This is the second year of receiving reports using this method, and as evident throughout the report, we are now better able to make comparisons to the previous year.

Financial implications

As outlined in the fundraising section above, the data shows that school councils play a significant financial support to our system. With nearly \$1,000,000 of funding supplied to our schools, as well as volunteer labour to aid in many school programs and events, it

should be recognized that without school councils there would be much less available to our students.

Communications

Each school council should share the responses provided in their individual report with their school community by posting to the school website.

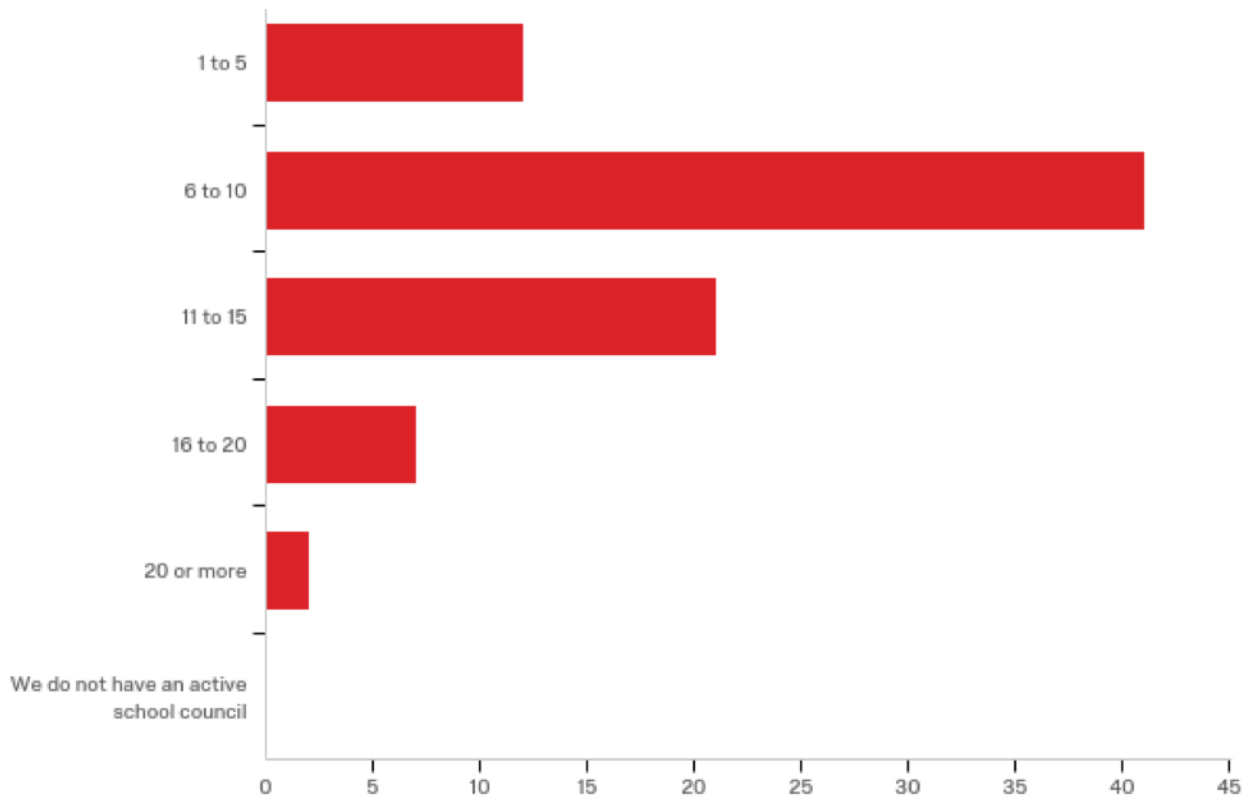
The WRDSB will share this report with all school administrators, the Waterloo Region Assembly of Public School Councils (WRAPSC) and the Parent Involvement Committee (PIC). We will request that WRAPSC share the information to their school council contact list.

Prepared by: Alana Russell, Chief Communications Officer
in consultation with Coordinating Council

Appendix A

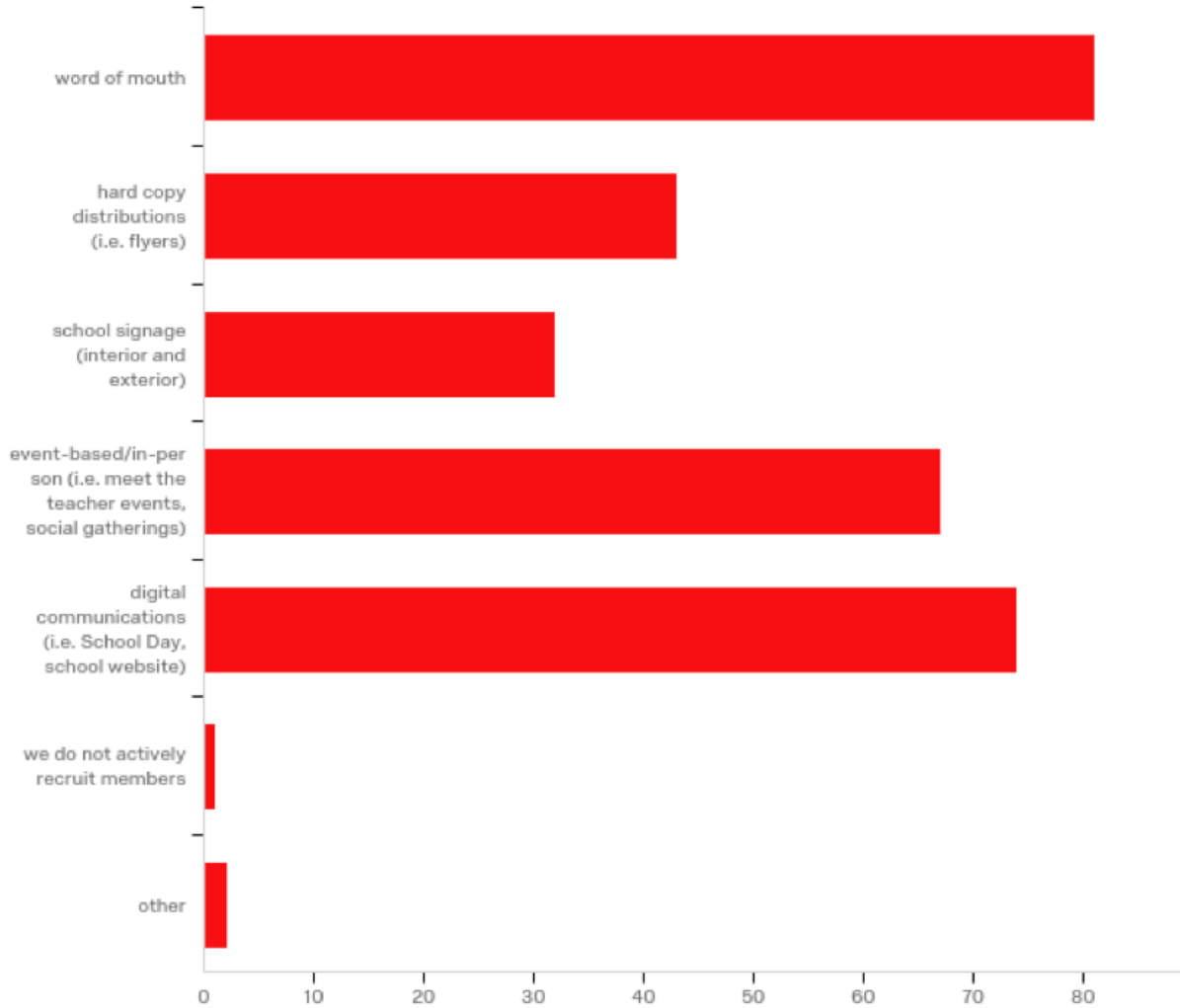
School Council Report Analytics

1 - School council active members chart



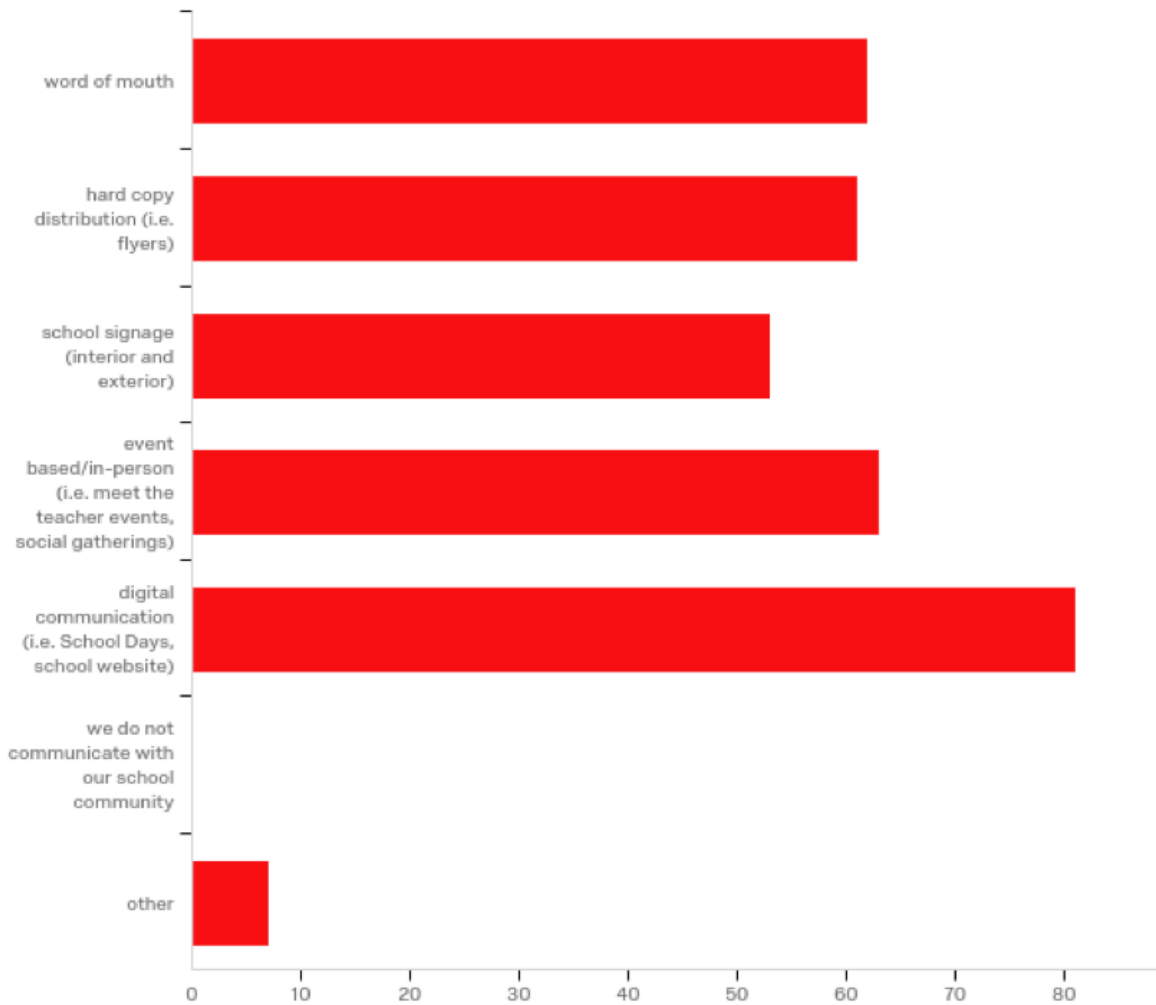
Answer	%	Count
1 to 5	14.46%	12
6 to 10	49.40%	41
11 to 15	25.30%	21
16 to 20	8.43%	7
20 or more	2.41%	2
We do not have an active school council	0.00%	0
Total	100%	83

2 - Membership recruitment methods chart



Answer	%	Count
word of mouth	27.00%	81
digital communications (i.e. School Day, school website)	24.67%	74
event-based/in-person (i.e. meet the teacher events, social gatherings)	22.33%	67
hard copy distributions (i.e. flyers)	14.33%	43
school signage (interior and exterior)	10.67%	32
we do not actively recruit members	0.33%	1
other	0.67%	2
Total	100%	300

3 - Communication methods chart

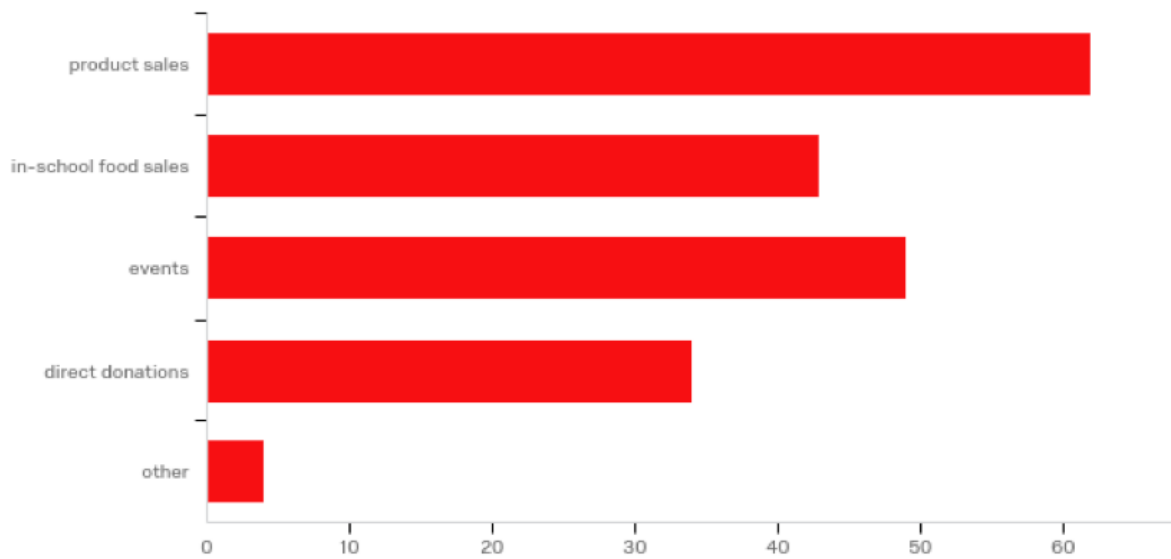


Answer	%	Count
digital communication (i.e. School Day, school website)	24.77%	81
event based/in-person (i.e. meet the teacher events, social gatherings)	19.27%	63
word of mouth	18.96%	62
hard copy distribution (i.e. flyers)	18.65%	61
school signage (interior and exterior)	16.21%	53
other	2.14%	7
we do not communicate with our school community	0.00%	0
Total	100%	327

4 - Approximate school council total fundraising reported

AMOUNT (\$)	SCHOOL COUNT
None	1
0-1000	2
1001-5000	17
5001-10000	14
Over 10000	36
unsure	1
Total	71

5 - Methods of fundraising



Answer	%	Count
product sales	32.29%	62
events	25.52%	49
in-school food sales	22.40%	43
direct donations	17.71%	34
other	2.08%	4
Total	100%	192